

Social and Economic
Interventions for enhancing health
ageing

Perspectives on healthy ageing

- Morbidity-free old age
- Disability-free old age
- Maintaining positive mental health
- Increasing years to life
- Increasing quality to life

Drivers of healthy ageing for individuals

Life-course experience of:

- Health (self-perceived health?)
- Work experience
- Income
- Diet and lifestyle
- Living environments
- Social networks
- Social inclusion
- Individual psychology and personality

Barriers to healthy ageing

- Inequality and social exclusion
 - Health
 - Diet and lifestyle
 - Access to health care
 - Income
 - Living environment
 - Social networks
 - Social participation
- Institutionalised ageism

Facilitating healthy ageing

- Eradicate inequalities!
- Ensure adequate pensions
- Encourage healthy lifestyles
 - Diet and activity
- Support social networks
- Facilitate social participation
- Overcome ageism

Solutions in practice - health

- Upstream interventions
 - Public health promotion [diet, exercise, alcohol, smoking, drug use, sexual behaviour]
 - Screening for treatable diseases
 - Economic (fiscal) incentives
 - Legislation [e.g. smoking in public places]
- Downstream interventions
 - Empowering self care
 - Equality of access
 - Use of **effective** interventions

Solutions in practice - income

- Provide secure 'saving' and pension schemes
- Intergenerational relations
 - rebuild contract and build intergenerational integration
- Employer attitudes:
 - employ older workers
 - flexible work arrangements
- Provide incentives to remain in work

Solutions in practice - environment

- Listen to the voices of older people on:
 - Transport
 - Access to shops and other facilities
 - Designing and building for all
 - Involve older people in neighbourhood planning
- **Not** gated age-homogeneous communities

Solutions in practice – social networks and participation

- Life-course drivers
- Social relationships more fluid
- Technologies to support networks
- Develop social support networks
- Enable social participation

Solutions in practice - ageism

- Equal opportunities legislation needs to include anti-age discrimination
- Develop markets for older consumers
- Intergenerational mixing
- New roles for older people
- Challenge social attitudes